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VIGNETTES

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The Agricultural Trade and Marketing Information Center Newsletter

No. 7, February 1992 (Issued Quarterly)

Marketing/Trade Information Available on ALF

ASCII text files for the 1992 *Annual Marketing Plan Report*, the *Directory of Export and Trade Assistance*, and the *Trade Policies and Market Opportunities for U.S. Farm Exports 1990 Annual Report* are available on ALF (Agricultural Library Forum). ALF is NAL's electronic bulletin board system.

Refer to the enclosed Information Sheet on "Accessing Ag Trade Through the Agricultural Library Forum (ALF)" for information on ALF and how to access agricultural trade and marketing information.

1992 Annual Marketing Plan (AMP) Report (ALF file names and file sizes are listed on page 8)

The Annual Marketing Plan (AMP) Report is submitted to the High Value Products Services Division, Foreign Agricultural Service, USDA by agricultural attaches posted in approximately 56 foreign countries. The purpose of the AMP Report is to provide information on the market for both intermediate and consumer-oriented high-value agricultural products.

Each report includes the following:

- A. General Market Overview
- B. U.S. Market Position
- C. Domestic/Third-Country Competition
- D. HVP (high value products) Marketing Trends/Opportunities
- E. HVP Marketing Systems
- F. Domestic Food Processing Sector

For more information please contact: Barbara Elliott, AMP Coordinator, (202) 690-0899

(Information on the AMP report was provided by Robert Allen, High Product Services Division, Foreign Agricultural Service, U.S. Department of Agriculture.)

Directory of Export and Trade Assistance (ALF file name: ATMICDIR.TXT)

The *Directory of Export and Trade Assistance* was prepared by M. Lassanyi, Coordinator, Agricultural Trade and Marketing Information Center, National Agricultural Library. The Directory is also available upon request from the Agricultural Trade and Marketing Information Center.

Trade Policies and Market Opportunities for U.S. Farm Exports 1990 Annual Report (ALF file names and file sizes are listed on page 8)

Trade Policies and Market Opportunities for U.S. Farm Exports 1990 Annual Report was prepared by the Foreign Agricultural Service, U.S. Department of Agriculture.

New Phone Numbers for ATMIC, ALF

Agricultural Trade and Marketing Information Center (ATMIC): (301) 504-5509.

Agricultural Library Forum (ALF): (301) 504-5111, (301) 504-6510, (301) 504-5496, and (301) 504-5497. Use the area code when calling long distance or when calling locally from Washington, D.C. or Virginia. ALF also is accessible on FTS (the Federal Telephone Service); therefore, no area code is needed when calling from an FTS phone line. FTS numbers for ALF are 964-5111, 964-6510, 964-5496, and 964-5497.

Items of Interest

Workshops

The International Transportation Branch, Transportation and Marketing Division, U.S. Department of Agriculture, Agricultural Marketing Service (USDA-AMS-TMD) announces two Transportation Workshops.

Agricultural Export Transportation Conference. March 18, 1992. University Piccadilly Inn, Fresno, California. Sponsored by California State University (CSU), California Agricultural Technology Institute (CATI), the Center for Agricultural Business, and the U.S. Department of Agriculture.

The registration fee is \$75.00. Contact CATI's Information Service Office at (209) 278-4869, FAX (209) 278-4849. Deadline to pre-register is March 11, 1992.

Agricultural Export Transportation Conference. March 20, 1992. Wheat Marketing Center, Inc., 1200 N.W. Front Avenue, Ste. 230, Portland, Oregon.

The registration fee is \$20.00. For more information contact Oregon State Department of Agriculture (503) 229-6734.

"The workshops are designed to provide new exporters with the fundamentals of export transportation and assist experienced exporters to better understand their transportation options. Transportation industry experts will teach conference participants how to obtain competitive ocean and air freight rates, how to select freight forwarder, what transport documentation is required, how to pack and stow cargo, how to obtain information on government

programs designed to aid exporters and other issues vital to their international success".

(Information provided by USDA-AMS-TMD Information Staff, (202) 690-1335)

Regional Agricultural Marketing Seminar

The **Regional Agricultural Marketing Seminar for the English Speaking Caribbean** will be held in Port of Spain, Trinidad, March 30 through April 4. Topics to be covered include: market niche development, specifics of trade, regulations, packaging, transportation, export of fresh cut tropical flowers and foliage, herb, spices marketing, and regional marketing strategies.

Sponsoring organizations are: The Inter-American Institute for Cooperation on Agriculture, U.S. Agency for International Development, the Trinidad and Tobago Ministry of Agriculture, Lands and Marine Resources, the High Commission of Canada, the Caribbean Food Corporation, and various Caribbean private-sector companies. U.S. Department of Agriculture, Office of International Cooperation and Development, Food Industries Division, Trade and Investment Program is one of the collaborating agency's.

The conference and exhibition will be held at the Hilton Hotel in Port of Spain. For more information contact the Inter-American Institute for Cooperation on Agriculture at (809) 622-2381/2383, FAX: (809) 628-7085 or U.S. Department of Agriculture, Office of International Coopera-

tion and Development, Food Industries Division, Trade and Investment Program. Tel: (202) 690-2981 or FAX: (202) 690-0349

Jamaica-Caribbean Expo '92

The **Jamaica-Caribbean Expo '92** will be held in Kingston, Jamaica, April 8-12, 1992. Expo'92 (exhibiting Jamaica's finest fresh fruits and vegetables, processed products, ornamental plants, cut flowers and fish) is designed to provide a first hand look at currently successful export production, and potential for future expansion. This event will be combined with a business seminar.

Expo'92 is organized by the Agricultural Export Services Project of the Ministry of Agriculture and the U.S. Agency for International Development Mission in Kingston, Jamaica, along with the U.S. Department of Agriculture in collaboration with the Jamaica Manufacturer's Association (JMA), the Jamaica Exporters' Association (JEA) and the Caricom Export Development Project (CEDP), 6th Biennial Trade Exposition in the National Arena, Kingston, Jamaica.

For more information please contact Ellen McCloskey or Kimberly Capolino, USDA Office of International Cooperation and Development, Food Industries Division, Trade and Investment Program. Tel: (202) 690-2981 or FAX: (202) 690-0349.

(Information on Caribbean events provided by Ellen McCloskey.)

(Continued on page 3)

Ireland Trade Mission

The second **Ireland Trade Mission** is planned for the Spring of 1992. "The first Ireland Trade Mission came about at a congressional mandate, where, an agricultural trade mission was organized, June 24-29, 1991, in Dublin, Ireland. Five U.S. companies interested in dairy stabilizers, wood products, processed meats, re-fixed animal-based oils, almonds and dried fruits, wine and wholesale distribution, had participated in the mission. This was developed in collaboration with the Irish Export Board/CTT, which identified Irish food companies, while USDA, Office of International Cooperation and Development, Trade and Investment Program recruited interested U.S. firms"

For more information on the Ireland Trade Mission please contact: Maria Nemeth-EK, Agricultural Marketing Specialist, USDA, Office of International Cooperation and Development, Food Industries Division, Trade and Investment Program. Tel: (202) 690-1983 or FAX (202) 690-0349.

(Information on the second Ireland Trade Mission was provided by Ms. Nemeth-EK)

Agribusiness Matchmaker

The U.S. Department of Commerce announces an **Agribusiness Matchmaker Trade Delegation** to Buenos Aires, Argentina, and Santiago, Chile, August 31 to September 4, 1992. This Delegation is open to senior representatives from U.S. companies that provide equipment and supplies for a range of agribusiness applications, including planting, harvesting and baling; meat and produce processing, packaging, refrigeration, and transportation.

This Delegation, targeting all agribusiness equipment products and services, offers U.S. companies an opportunity to explore the growing South American market. The mission will be open to 20 firms. The first ten qualified firms to sign up will be eligible for \$500 in financial assistance from the U.S. Small Business Administration.

For more information on joining this Matchmaker, participation fee, and other pertinent information contact:

Pompeya Lambrecht, U.S. Department of Commerce, International Trade Administration, U.S. and Foreign Commercial Service, Room H-2012, Washington, DC 20230. Tel: (202) 377-1794, FAX: (202) 377-0178

Going Global Program

"**Going Global**", USDA's Cooperative Extension Service program, is designed to open up new overseas markets to the products of rural America. The program uses the OLIADS (Online Intelligence and Decision Support) computer system to match the goods and services wanted by overseas buyers with those of domestic producers. The system is available nationwide and is currently operating in about 21 states. OLIADS was developed by Intel-libanc Corporation, Torrance, CA. Tel: (310) 618-9597.

For information on how to access and subscribe to OLIADS and on the Going Global program, contact the respective local Extension Offices and Global Trade Centers. For additional information please contact:

Dixon Hubbard, National Program Leader, International Marketing Initiative, ES/USDA/AG programs, 3340 South Building, Washington, DC 20250-0900. Tel: (202) 720-4341

Todd Landfried, RRA Program, USDA-NRaRD, 3863 South Building, Washington DC 20250-0900. Tel: (202) 720-2605

Outreach

If you would like to share your reprints, publications (for inclusion in NAL's AGRICOLA database), and exchange information about your organization, information center activities, services, resources, new technologies, future meetings, or conferences, please contact Mary Lassanyi. We will gladly include them in our future issues of *Vignettes*.

You may call (301) 504-5509 or write: Agricultural Trade and Marketing Information Center, ATTN: Mary Lassanyi, Room 304, National Agricultural Library, U.S. Department of Agriculture, 10301 Baltimore Boulevard, Beltsville, Maryland 20705.

We welcome your comments and suggestions.

Publications of Interest to the Agricultural Trade Community

- *1992 Caribbean and Central American Datebook*. Washington, DC: Caribbean/Central American Action, November 1990.

This factual handbook on 35 countries of the Caribbean Basin contains information on population, geography, history, key government leaders, communications, transportation, foreign business firms with operations in each country, economic indicators, tourist information, industrial incentives, labor rates, free trade zones, factory shells, and investment promotion contacts.

Order from: Caribbean/Central American Action, 1211 Connecticut Avenue, NW, Suite 510, Washington, DC 20036. (Telephone: (202) 466-7464, FAX: (202) 822-0075). Cost: \$50.00 plus \$3.50 postage

- *Africa: Guide to Business Finance for United States Firms*. Jeffrey L. Greenblum. Washington, DC: U.S. Department of Commerce, International Trade Administration, 1990, 88p.

Order from: U.S. Government Printing Office, Washington, DC. Cat# 003-009-00577-9. Cost: \$4.50

- *Agriculture Commission, Agreement Between the United States of America and Venezuela*. Washington, DC: U.S. Department of State, 1991, 7p.

Order from: U.S. Government Printing Office, Washington, DC. Cat# 844-001-00702-3. Cost: \$1.00

- *EC 1992: A Commerce Department Analysis of European Community Directives*. Debra L. Miller. Washington, DC: U.S. Department of Commerce, International Trade Administration, Office of Industrial Trade, vol 3, 1990, 261p.

Order from: U.S. Government Printing Office, Washington, DC. Cat# 003-009-00572-8. Cost: \$13.00

- *EC 1992: Growth Markets, Export Opportunities in Europe*. Ann Corro and Maryanne Lyons. Washington, DC: U.S. Department of Commerce, International Trade Administration, Office of Western Europe, 1989, 92p.

Order from: U.S. Government Printing Office, Washington, DC. Cat#003-009-00565-5. Cost: \$4.75

- *Latin America Trade Review, 1989: A United States Perspective*. Washington, DC: U. S. Department of Commerce, International Trade Administration, Office of South America, 1990, 65p.

Order from: U.S. Government Printing Office, Washington, DC. Cat#003-009-00582-5. Cost: \$3.50

- *Marketing in Argentina* (OBR 88-08). Washington, DC: U.S. Department of Commerce, International Trade Administration, 1988, 55p.

Order from: U.S. Government Printing Office, Washington DC. Cat# 803-007-00047-1 Cost: \$2.50

- *Marketing in Mexico* (OBR 90-09). Paul Dacher. Washington, DC: U.S. Department of Commerce, International Trade Administration, 1990, 24p.

Order from: U.S. Government Printing Office, Washington, DC. Cat# 803-007-00078-1. Cost: \$1.25

- *Resource Guide to Doing Business in Central and Eastern Europe*. Phyllis A. Young. Washington, DC: U.S. Department of State, Bureau of Public Affairs, Office of Public Communication, 1991, 40p.

Order from: U.S. Government Printing Office, Washington DC. Cat# 044-000-02311-3. Cost: \$1.00

- *Trade in Textiles and Textile Products: Agreement Between the United States of America and the Polish People's Republic*. Washington, DC: U.S. Department of State, Bureau of Public Affairs, 1991, 14p.

Order from: U.S. Government Printing Office, Washington, DC. Cat#844-001-00701-5. Cost: \$1.00

Free Publications/Reports/Materials Available

- The following materials are available from USDA/FAS/Trade Assistance and Policy Office. Interested U.S. parties may send requests for copies of materials listed below, along with a self-addressed gummed label, to: Trade Assistance and Planning Office, Foreign Agricultural Service, U.S. Department of Agriculture, 3101 Park Center Drive, Suite 1103, Alexandria, VA 22302

- » Agricultural Export Assistance Update - Quarterly Report, Revised August 1991
- » Agricultural Trade Policy and Trade for Central and Eastern Europe (Bulgaria, Czechoslovakia, Hungary, Poland, Romania, and Yugoslavia), Revised July 1991)
- » Public Law 480 Sales Program: A Brief Explanation of Title I, June 1991
- » U.S. Legislation to Counter Unfair Foreign Trade Practices, May 1991
- » Most Favored Nation (MFN) Status for Eastern Europe and the Soviet Union, Aug. 1991
- » U.S./Soviet Grain Trade, revised September 1991

- The *LA/C Business Bulletin* is a publication of the Latin America/Caribbean Business Development Center in cooperation with the U.S. Agency for International Development. The Bulletin lists CBI related business opportunities, calendar of upcoming trade shows, seminars, and other CBI related events.

To request a free subscription, write to: Editor, *LA/C Business Bulletin*, U.S. Department of Commerce, H-3203, Washington, DC 20230; or phone (202) 377-0703

- The *Occasional Paper Series* is published by the Center for Ag Export Development, University of Kentucky, College of Agriculture. For a free copy of the Occasional Papers (titles are listed on page 6) send a self addressed gummed label with your request to: Center for Agricultural Export Development, 300 Bradley Hall, University of Kentucky, Lexington, Kentucky 40506-0058

- The *Agricultural Marketing Handbook for Caribbean Basin Products* provides a general source of information for exporting Caribbean Basin agricultural products to the United States. It outlines key factors to be considered in the preparation of shipments of goods to enter the U.S. market. The Handbook includes information on the various agencies that work together to facilitate the importing of crops into the United States. In addition, the Handbook describes some of the agribusiness publications which provide additional information to growers and shippers and explains how to obtain them.

The Handbook, published in 1991, was prepared by the Office of International Cooperation and Development, Agribusiness Information Center, Trade and Investment Program Food Industries

Division, U.S. Department of Agriculture, in collaboration with the U.S. Agency for International Development.

To request a copy, contact: U.S. Department of Agriculture, Office of International Cooperation and Development, Trade and Investment Program, Room 3250, 14th and Independence Ave., SW, Washington DC 20250-4300. Telephone: (202) 690-2981

- *Changes and Opportunities in the Hungarian Food Marketing System* is a brief study on the rapidly changing Hungarian food importation and distribution chain. The publication, published in October 1991, includes an overview of economic conditions, profile of the Hungarian consumer, marketing channels, role of government, list of products subject to import licensing, major food categories subject to quota, list of major contacts, and major Hungarian importers.

The report was prepared by Maria Nemeth-Ek (Agricultural Marketing Specialist, U.S. Department of Agriculture, Office of International Cooperation and Development, Food Industries Division, Trade and Investment Program, Washington, DC).

For a copy, request FAS Staff Report #15 from the Foreign Agricultural Service, Information Division, U.S. Department of Agriculture, Room 5922-South Building, 14th St. and Independence Ave, SW., Washington, DC 20250-1000. Telephone: (202) 720-7937

Occasional Paper Series

Series No.	Title	Date
OP-01	General Trends in the EC Food Market	October 1990
OP-02	Macroeconomic Factors Affecting U.S. International Markets	October 1990
OP-03	Important Aspects of the Japanese Food Market	October 1990
OP-04	The Importance of International Markets to Kentucky Agriculture	November 1990
OP-05	Thoroughbred Export Development Opportunities	November 1990
OP-06	Taiwan as a Market for U.S. Agricultural Products	December 1990
OP-07	Aspects of the Hong Kong And Singapore Markets Which Are Important to the U.S. Agricultural Exporters	December 1990
OP-08	Health Consciousness and Food Safety in the European Community	January 1991
OP-09	An Overview of Pakistan's Economy and Export Sector	February 1991
OP-10	The EC Agricultural Policymaking Process	February 1991
OP-11	Foreign Private Investment in Pakistan	May 1991
OP-12	Spain as a Market for U.S. Agricultural Products	August 1991
OP-13	Exporting Hardwood Products to Japan: A Primer	August 1991
OP-14	White Corn: A World Market Overview	January 1992

Conferences/Meetings/Trade Shows

Trade Shows. For information on the four trade shows below, please contact: Kurt Seifarth, Trade Show Office, Foreign Agricultural Service, U.S. Department of Agriculture, RM 4939 South Bldg, 14th St and Independence Ave, SW, Washington DC, 20250-1000. Tel: (202) 720-7417, FAX: (202) 690-4374

- **Alimentaria'92.** (Food and food technology). March 7-12. Barcelona, Spain.
- **Food and Hotel Asia'92.** April 7-10. Singapore. Contact: P400-Ex, Singapore Exhibition Services Pte Ltd 11 Dhoby Ghaut 15-09, Singapore 0922 or USDA.
- **American Food Shop.** April 14-16. Tokyo Japan.
- **CIBUS'92.** May 1992. Parma, Italy.

Annual Produce Conference. March 7-10. Fort Myers, Florida. Contact: Food Marketing Institute, 1750 K. Street NW Washington, DC 20006. Tel: (202) 452-8444, FAX: (202) 429-4529

Foodex, Japan'92. March 10-14. Tokyo, Japan. Contact: Japan Country Desk Officer, U.S. Department of Commerce, International Trade Administration, tel: (202) 377-2425 or Japan External Trade Organization, New York Office, 1221 Avenue of the Americas, New York, NY 10020. Tel: (212) 997-0400, FAX (212) 997-0464

International Agricultural Exhibition. March 10-15. Verona, Italy. Contact: Italian - American Chamber of Commerce, 350 5th Avenue, Suite 3015, New York, NY 10118. Tel: (212) 279-5520

Internorga-International Exhibit for the Hotel, Restaurant, Catering, Baking, and Confectionary Trades. March 13-18. Hamburg, Germany. Contact: German-American Chamber of Commerce, 666 Fifth Ave., New York, NY 10103 Tel: (212) 974-8830 or Washington Office: 1 Farragut Square South, Washington, DC 20006. Tel: (202) 347-0247

Second International Symposium on Specialty and Exotic Vegetable Crops. March 15-19. Miami, Florida. Contact: Donald Maynard, Gulf Coast Research and Education Center, 5007-60th Street East, Bradenton, FL 34202. Tel: (813) 751-7636. FAX: (813) 751-7639 Trade Fairs/Shows

Association of International Trade Development Centers Annual Meeting. Monday, April 6, 1992, 8:00am to 5:00pm, Room 338 Aerospace Building, 901 D Street SW, Washington DC. For questions about the meeting agenda, please contact Charli at the IMPACT Center. Tel: (509) 335-6653. For information on hotel reservation, contact: Nicole Midgette, CSRS at (202) 401-1706.

(Continued on page 7)

MIACOP (Bakery Products). March 25-28. Valencia, Spain. Contact: Spain-U.S. Chamber of Commerce, 350 5th Avenue, RM 3514, New York, NY 10118. Tel: (212) 967-2170

FIMA Farm Machinery. April 3-9. Zaragoza, Spain. Contact: U.S. Department of Commerce, Desk Officer for Spain, Room H-3045, 14th St and Constitution Ave., NW, Washington, DC 20230. Tel: (202) 377-3045

Agro Expo China'92. April 7-11. Beijing, China. Contact: Chinese Chamber of Commerce in New York, Confucius Plaza, 33 Bowery, RM C203, New York, NY 10002. Tel: (212) 226-2795

Seoul Food'92 - Korea Exhibition Center, Seoul International Food Technology Exhibition'92. April 13-17. Seoul, Korea. Contact: Mr. S. S. Kim, Korea Trade Promotion Center, 460 Park Avenue, Suite 402, New York, NY 10022. Tel: (212) 826-0900, FAX: (212) 888-4930

Agriculture Show. April 14-19. Casablanca, Morocco. Contact: John H. Wilson, Agricultural Attache, American Embassy, Rabat, Morocco, APO New York 09284. Tel: (011-212-7)622-65, FAX: (011-212-7)765-661

USA-West Africa Expo'92. April 23-26. Abidjan Cote D'Ivoire. Contact: U.S. Agency for International Development Cooperation Bureau for Africa, Office of Central and Coastal West Africa Affairs, ATTN: Ivory Coast Officer in Charge, Room 2664, Department of State Building, 320-21st St., NW, Washington DC 20523. Tel: (202) 647-7985, or U.S. Department of Commerce, Ivory Coast Country Desk Officer. Tel: (202) 377-4388

International Food and Drink Exhibition. April 25-29. London, U.K. Contact: British-American Chamber of Commerce, 275 Madison Avenue, Room 1714, New York, NY 10016. Tel: (212) 889-0680

IFEX (Food and Drink Industry). April 28-30. Dublin, Ireland. Contact: Ireland-U.S. Council for Commerce and Industry, 460 Park Avenue, New York, NY 10022. Tel: (212) 751-2660

International Trade Fair. April 28-May 3. Bulawayo, Zimbabwe. Contacts: U.S. Department of Commerce, Desk Officer for Zimbabwe, tel: (202) 377-5148. Ms. Nécia L. Quast, Economic/Commercial Officer, U.S. Embassy, P.O. Box 31617, Lusaka, Zambia. Tel: 260-01-228595. FAX: 260-01-251578

International Agricultural Exhibition, April 30-May 5. Foggia, Italy. Contact: Italy - American Chamber of Commerce, 350 Fifth Avenue, Suite 3015, New York, NY 10118. Tel: (212) 279-5520

Middle East Agriculture. May 4-7. Dubai, UAE. Contact: US-Arab Chamber of Commerce, 1625 Eye Street, NW #812, Washington, DC 20006. Tel: (202) 293-3162

IFFA-International Trade Fair for the Meat Industry. May 16-21. Frankfurt, Germany. Contact: German American Chamber of Commerce, 1 Faragut Square, South, Washington, DC 20006. Tel: (202) 347-0247

FOODEX'92. (Food, Drink, Confectionary, and Catering). May 21-24. Bangkok, Thailand. Contact: World Trade Center Bangkok, World Trade Center Complex, 7th Floor, Rajprasong Intersection, 4 Rajdamri Road, Bangkok 10330 Thailand. Tel: 2 2559500

International Food Industry Show. May 25-29. Taipei, Taiwan. Contact: Taipei World Trade Center, CETRA Tower 4-8th Floor, 333 Kelling Road, Sec 1, Taipei 10548, Taiwan. Tel: 2 7255200

Trade Show/Exhibit Information

For additional information on trade shows for agricultural products, SEE "It's Show Time in Asia", Kurt F. Seifarth, *AgExporter*, February 1992, p.18-19. For information on trade shows for industrial products SEE *Business America*. Each issue of *Business America* contains information on trade shows/exhibits.

AgExporter is published by the U.S. Department of Agriculture, Foreign Agricultural Service. *Business America* is a U.S. Department of Commerce, International Trade Administration publication.

ALF File Names for Marketing Trade Information

ASCII text files for the 1992 Annual Marketing Plan (AMP) Report are available on ALF. File names and file size in bytes are listed below. The AMP.ZIP file is a compressed file which contains all files with .AMP as a file name extension. Refer to the attached *Vignettes* "Information Sheet" for information on accessing the files.

File Name	File Size	File Name	File Size	File Name	File Size
AMP.ZIP	385320	DENMARK.AMP	15360	NETHERLA.AMP	13312
1INTRO.AMP	1891	EGYPT.AMP	16384	NEWZEALA.AMP	13824
ALGERIA.AMP	13824	FRANCE.AMP	126464	PAKISTAN.AMP	18432
ARGENT.AMP	12800	GERMANY.AMP	140800	PHILLPNS.AMP	12800
AUSTRALI.AMP	10752	GUATAM.AMP	4096	SAUDIARA.AMP	49664
AUSTRIA.AMP	43520	HONGKONG.AMP	45056	SINGAPOR.AMP	58880
BAHRAIN.AMP	55508	INDONSIA.AMP	19968	SOUTHAFR.AMP	23040
BELGIUM.AMP	17920	IRELAND.AMP	16896	SPAIN.AMP	41472
BRAZIL.AMP	23040	JAPAN.AMP	58784	SWEDEN.AMP	22016
CANADA.AMP	100864	JAPAN2.AMP	46592	SWITZERL.AMP	51712
CHILE.AMP	20992	KOREA.AMP	35328	TAIWAN.AMP	18944
CHINA.AMP	28672	MALAYS.AMP	8704	THAILAND.AMP	29696
CHINA2.AMP	44032	MEXICO.AMP	17920	TUNISIA.AMP	8704
COSTARIC.AMP	14848	MOROCCO.AMP	20480	UK.AMP	20480

ASCII text files of for Trade Policies and Market Opportunities for U.S. Farm Exports are available on ALF. File names and file size in bytes are listed below. The MRKTOPPS.ZIP file is a compressed file which contains all files with a .MKT name extension. Refer to the attached *Vignettes* "Information Sheet" for information on accessing the files.

File Name	File Size	File Name	File Size	File Name	File Size
MRKTOPPS.ZIP	298752	GERMANYE.MKT	5376	NORWAY.MKT	9088
1INTRO.MKT	28288	GUATEMAL.MKT	9344	PAKISTAN.MKT	13568
2ADDENDU.MKT	85248	GULFCOOP.MKT	18304	PANAMA.MKT	4992
ALGERIA.MKT	8576	SOUTHAFR.AMP	23040	PERU.MKT	12672
ARGENTIN.MKT	18688	HAITI.MKT	4352	PHILIPPI.MKT	13824
AUSTRALI.MKT	13440	HONDURAS.MKT	11904	POLAND.MKT	10112
BAHAMAS.MKT	7040	HONGKONG.MKT	4608	ROMANIA.MKT	6400
BANGLADE.MKT	10496	INDIA.MKT	20736	SINGAPOR.MKT	9600
BERMUDA.MKT	4864	INDONESI.MKT	9216	SAFRICA.MKT	13440
BULGARIA.MKT	6272	IRAQ.MKT	9344	SRILANKA.MKT	6784
CANADA.MKT	51712	ISRAEL.MKT	12160	SWITZERL.MKT	11776
CHILE.MKT	12800	JAMAICA.MKT	14976	TAIWAN.MKT	19840
CHINA.MKT	24320	JAPAN.MKT	61696	THAILAND.MKT	15616
COLOMBIA.MKT	20864	JORDAN.MKT	6400	TRINIDAD.MKT	5888
COSTARIC.MKT	18688	KOREA.MKT	19712	TUNISIA.MKT	9728
DOMREPUB.MKT	11904	MEXICO.MKT	18560	TURKEY.MKT	8064
ECUADOR.MKT	10752	MALAYSIA.MKT	15488	USSR.MKT	16640
EGYPT.MKT	16640	MOROCCO.MKT	11520	VENEZUEL.MKT	17280
ELSALVAD.MKT	8576	NETHANTI.MKT	5504	YUGOSLAV.MKT	7936
EUROCOMM.MKT	46720	NEWZEALA.MKT	11776		
FINLAND.MKT	14592	NIGERIA.MKT	8064		

Accessing Ag Trade through the Agricultural Library Forum (ALF)

What is ALF? ALF or the Agricultural Library Forum is an electronic bulletin board produced by the National Agricultural Library. It is accessible by computer through a modem and is open to all persons interested in agricultural information issues, including agricultural trade and marketing.

What can I find on ALF? Probably of most interest to the agricultural trade and marketing community are 1) the *Directory of Export and Trade Assistance* (ALF file name: ATMIC.DIR), 2) the *1992 Annual Marketing Plan (AMP) Reports*, and 3) *Trade Policies and Market Opportunities for U.S. Farm Exports 1990 Annual Report*. Also, full text of recent Quick Bibliographies (QB), Special Reference Briefs (SRB), and other NAL publications are available. Other features of ALF include conferences, such as the AGRICOLA User's Conference, a messaging capability, information about library policies and programs, and a calendar of agricultural events.

How can I access ALF? If you have a computer terminal, modem (300, 1200, or 2400 baud), and communications software (such as Crosstalk), you can access ALF 24 hours per day, 7 days per week. The telephone numbers are: 301-504-6510, 301-504-6511, 301-504-5496, and 301-504-5497.

If I call ALF, how do I log on?

1. At the title screen, type your name at the prompt. The first time you use ALF, it will ask for your city and state, list ALF purpose and policy statements, and ask you to register. Enter the password you wish to use. Write it down because you will need it the next time you log on to ALF.
2. ALF will then ask questions about your computer monitor and list protocol explanations for download files. Currently ALF does not support graphics or color. Choose NONE for graphics and NO to colorize prompts (even if your computer monitor and communications software support these features).

Next, you must choose a default file transfer protocol. If you select N) no default file transfer protocol, you will need to select protocols from a menu each time you download or upload a file.

3. Next you will see the Welcome screen. The Bullet Menu follows the Welcome screen announcements. Bulletins contain announcements of new NAL pub-

lications; upcoming special events at NAL; library policies; etc. Type the number given in the Bullet Menu for the Bulletin you wish to read.

4. To access the Main Menu, press the enter key when ALF prompts you at the end of the Bullet Menu. Choose any of the Main Menu options by entering the command letter for that option. Command letters are those letters enclosed in brackets [] in the Main Menu.

How do I download a file?

1. At the Main Menu, select "F" to enter the Files Subsystem.
2. Next type "L" to list the file categories (or "N" to list files added since a specified date). Type a file category name to view a list of file names available for download. For example, type "FAS" to view file names for the *1992 Annual Marketing Plan (AMP) Reports*, and for the *Trade Policies and Market Opportunities for U.S. Farm Exports 1990 Annual Report*. File names of Special Reference Briefs, including three from ATMIC, can be accessed by typing "SPECIAL". (Type "ALL" to view all files in all categories.)
3. To download a file, choose "D" to download. Type the name of the file you wish to download exactly as it appeared on the list, including the three letter extension. Select A) scii protocol for file transfer. The text will scroll past on the screen and to your printer, if it is on and activated. You can also download to disk, if you have activated a capture-to-disk function with your communications software.
4. After the file has finished downloading, press "C" then "R" to relist the titles or "Q" to quit. Select "A" to abort and return to Main Menu. At the Main Menu, type "G" to logoff then "Y" to confirm that you want to logoff.

How can I get more information? To obtain an ALF User's Guide by mail, E)nter a message or C)omment on ALF for the sysop (systems operator); or write to: National Agricultural Library, Public Services Division, Room 100, ATTN: ALF, 10301 Baltimore Blvd., Beltsville, MD 20705; or call 301-504-5719.

(This information was adapted from an article written by Natalie Updegrove, Food and Nutrition Information Center.)

